

CreateNYC: A Cultural Plan for All New Yorkers
Corporate Focus Group

Wednesday, April 19

9:00–10:30 a.m.

Deutsche Bank

345 Park Ave (51/52 St), Floor 24

Overview

The meeting was framed by the opportunity to inform the Cultural Plan for the city of New York
<http://createnyc.org/en/home/>

Meeting Takeaways and Items for Follow Up

- Appetite for corporations to provide more pro bono support/skills-based volunteering (including law, data, evaluation, surveying skills, donor analysis, holistic ‘health checks’ in various areas, technical assistance workshops).
 - The challenge the corporations face is scale and perspective: Currently opportunities are based on existing relationships or chance encounters.
 - But the NYC Department of Cultural Affairs (DCLA) could play a ‘clearinghouse’ intermediary role with nonprofits, facilitating collaboration.
- DCLA can organize convenings, broker introductions.
- DCLA can also work with our grantees to provide insights into the most pressing needs across the cultural community, as well as in specific geographies, allowing for the development of more cohesive and informed scopes of work.
- These efforts can also be a tool for corporate employees who are considering board service.
- Funding is also needed to keep our cultural institutions thriving.
 - Opportunity for companies to make capacity-building grants in this area for sustainability.
 - We must make the case for investment in the arts in a way that speaks to corporations and individuals.
 - Americans for the Arts is a great resource for data on the business case and ROI. Item for follow up.
 - Cultural benefits for employee engagement (HBR article citing benefits and perks important, especially to Jr and Mid-level employees).
Alessandra do you have a link to that HBR article?

- o This is also an opportunity to strategize to engage the Impact Investing community.
 - CECP recently released a paper, Investing with Purpose, focusing on corporate examples of impact investing – avail for download here (scroll down to 2 nd row to find the white paper).
- Culture is a factor in the wellbeing of our city’s residents (University of Pennsylvania’s Social Impact of the Arts report summary attached).
 - o Is there an opportunity to work with Robert Wood Johnson Foundation to see how they are including culture in their Culture of Health index? CECP can broker introductions.
 - o Importance of integration of arts with other areas/agencies, and alignment with education and teacher training.
 - o Need to bring culture to areas of the city that are lacking cultural resources, as a means of civic engagement/community health.
 - o Focus on public art’s inclusion of gender/racial/ethnic/disability diversity, to be reflective of our city’s population.

Next Steps

- Broker follow up discussion of the Cultural Plan recommendations, possibly including elements of the following.
- Present to the corporate philanthropy sector, including their corporate principals, on the Social Impact of the Arts Project (SIAP) study and its implications and the intersectionality of arts and culture in different domains, such as arts in education, STEM, environment, community well-being, economy/tourism, business sector, etc.
 - o The purpose is to impart the value of arts and culture and of investments in community-based cultural organizations.
- Plan how best to partner with attendees and their corporate partners to present technical assistance workshops and trainings to the nonprofit cultural community (e.g., how to develop surveys and assess data on audiences and programs; financial expertise; legal issues and information).
 - o This will include DCLA’s strategizing the cultural community’s key needs to help inform more cohesive and informed scopes of work.
- Convene the group as representatives of the corporate philanthropy sector on a regular basis (bi- annually or quarterly) as a committee on corporate philanthropy in arts and culture to share information, trends, thought leadership, and best practices, possibly in service as an advisory committee to the Mayor of the City of New York.

